GE
Lighting

retail

switching signs

Self-storage facility operator packs away savings with GE Lighting

Public Storage cuts operating costs $1.9 million a year with Tetra® LED sign lighting

THE SITUATION

Public Storage, the world's largest owner and operator of self-storage facilities, wanted to change the way it illuminated exterior signage. The company's bright orange and purple box signs and pole signs help its properties stand out, but with as many as eight signs per location, electricity and maintenance costs quickly add up.

THE SOLUTION

Public Storage initially considered switching to T8 fluorescent lamps, but focused on LED sign lighting technology as pricing has become more competitive and light quality improved in recent years. After reviewing several competitive LED products, Public Storage chose GE's Tetra® PowerStrip LED sign lighting to replace the T12 fluorescent tubes in its single- and double-sided box and pole signs at its more than 2,000 properties nationwide.

"We had previous experience with other manufacturers but wanted a stable partner for the long term. GE Lighting is an industry pioneer and has an excellent reputation with quality, reliable LED systems."

-Robbie Williams, V.P. of facilities for Public Storage

Approximately 150 locations will be retrofit this year with all properties completed in the next three to five years. Each is expected save nearly $1,000 a year in lighting energy and maintenance costs combined—totaling $1.9 million annually when all locations are complete. And where the average lifespan for old signage bulbs was approximately three years, GE's Tetra® LED solution carries a 50,000-hour life rating—the equivalent of more than 13 years of use (above savings based on a $.11 kWh electricity rate and 10 hours of use per day).

For more information about the GE Lighting products used in this project, visit **gelighting.com.**

OPERATING IMPACT

- $1.9 million in total annual savings
- Average 73% lighting energy reduction per property

ENVIRONMENTAL IMPACT

1.3 million fewer kWhs used:
= 149 cars off the road
= 208 acres of trees planted

imagination at work

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